

# 2016 Print Rates & Specs



## 2016 Ad Rates & Specs

### Display Ad Rates

	Per Insertion				
	1x	3x	6x	9x	12x
<b>Full Page</b>	3,490	2,920	2,555	2,390	2,215
<b>Junior</b>	2,180	1,860	1,620	1,495	1,400
<b>1/2</b>	2,100	1,815	1,545	1,430	1,415
<b>1/3</b>	1,545	1,360	1,180	1,110	1,010
<b>1/4</b>	1,070	920	805	745	690
<b>1/6</b>	785	680	610	550	500
<b>1/8</b>	570	500	440	400	370
<b>1/12</b>	350	305	260	240	225

◆ All Rates are Net

### Mechanical Requirements

Space	Width	Height
Full Page	10"	10.9"
Half page vertical	4.9"	10.9"
Half page horizontal	10"	5.35"
Junior page	7.45"	10.9"
One-third page vertical	4.9"	7.2"
One-third page horizontal	10"	3.5"
One-fourth page vertical	2.35"	10.9"
One-fourth page square	4.9"	5.35"
One-sixth page vertical	2.35"	7.2"
One-sixth page horizontal	4.9"	3.5"
One-eighth page horizontal	4.9"	2.5"
One-twelfth page vertical	2.35"	3.5"

### Inserts

- **Full Run** (20,000 copies) -- \$2,500

Postage extra based on actual weight of mailing piece.

### Color Rates

**Published rate plus the following charges:**

Black and 1 color: \$125    Black and 2 colors: \$200

Four colors: \$350

### Position

**Covers and Special Positions Subject to Availability**

Back Page: Published rate plus 15%.

Center Spread/Requested Positions: Published rate plus 10%.

### Printing Process

Web offset printed on 30-lb. newsprint at 85 lpi.

### Ad/File Format

- PDF file with all fonts/graphics embedded or converted to curves.
  - Unless paying for color, all files written to grayscale.
- \*\*Please email ad to your sales representative.

### General Information

#### Commissions:

All rates are net; agency commissions to be added to these rates.

#### Payment and Service Charges:

- Display advertisers are required to pay in advance of issuance until their credit is approved.
- Business-to-business advertisers are required to pay in advance of issuance.
- A 1.5%-per-month charge (18% annual percentage rate) will be added for accounts 30 days past-due. Past due accounts will be subject to legal action.

#### Frequency Discounts:

Advertising must be inserted within one year of first insertion to earn frequency discounts. To qualify for a 12-time rate, insertion must run in 12 consecutive issues. Frequency is determined by number of months of insertions.

#### Unfulfilled Contracts:

Unfulfilled contracts or contracts cancelled by advertiser prior to completion will be short-rated at the lowest rate earned. Insertion orders may not be cancelled after the space deadline date. The space reservation deadline date varies from month to month from the 15th to the 21st of the month prior to publication date. Call for a complete list of deadline dates.

#### Order Errors:

Oral agreements will not be binding on the publisher. Orders containing incorrect rate or conditions will be inserted and charged for in compliance with rates and conditions shown in this rate card. Such errors will be considered clerical only.

#### Liability for Payment:

Publisher may hold advertiser and its agency jointly and severally liable for all sums due and payable to the publisher.

#### Issuance and Closing Dates:

Published the first of each month. Space reservation date varies from month to month from the 15th to 21st of the month prior to publication date. Earlier deadlines may be required for special sections and projects. Call for a complete list of deadline dates for the next 12 months.

#### Publisher's Approval:

All advertising must be approved in advance by the publisher. Publisher may require the word "advertisement" to appear in any advertisement. Advertisers and their agencies will indemnify, defend and hold harmless the publisher from any claim and all loss, expense or liability arising out of the publication of any advertising copy.

#### Publisher Liability:

The liability of the publisher for any error or omission or delay for which it may be held legally responsible shall in no event exceed the cost of the space paid for and occupied by such individual advertisement. Special section topics are subject to change.